



# 2020 ANNUAL SPONSORSHIPS

There is no better way to get in front of the members of the Oregon Association of REALTORS® than through a comprehensive, year-round sponsorship package.



# 2020 ANNUAL SPONSORSHIPS

Oregon Association of REALTORS® (OAR), founded in 1932, represents over 18,000 members, who are involved in all aspects of real estate, including residential and commercial brokerages, builders, property managers, appraisers, and more.



OREGON  
ASSOCIATION  
OF REALTORS®

OAR serves as a conduit to growth, knowledge and professionalism for our members and the real estate industry as a whole.

With an annual sponsorship you have the unique opportunity to connect with OAR members in person and online. This will increase your visibility and elevate brand awareness.

## OAR Annual Association Events

**Spring Governance – 100+ Realtors®**  
Salem Convention Center – Salem, OR  
April 8-9, 2020

- Bi-Annual Board of Directors Meeting
- Key Committee Meetings
- REALTOR® of the Year Luncheon
- Principal Broker Forum
- RPAC Reception

**OAR Fall Convention & Trade Show - 300+ Realtors®**  
Sunriver Resort – Sunriver, OR  
September 22-25, 2020

- Board of Directors Meeting
- Key Committee Meetings
- Distinguished Service Award Luncheon
- RPAC Reception
- Trade Show
- CE Classes
- Presidential Installation Dinner

## REALTOR® Day at the Capitol (odd years)

Capitol Mall – Salem, OR (April 2021)

- Over 800 Realtors® from across the state meeting at the Capitol
- Advocating for legislative policies that protect homeownership



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<b>OAR Annual Sponsorship Benefits</b>	<b>\$10,000</b>	<b>\$7,500</b>	<b>\$5,000</b>	<b>\$3,000</b>	<b>\$1,500</b>
<b>OAR Annual Fall Convention</b>	<b>Presenting</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
Convention Passes	4	2			
Logo on Flyer & Event Signage	x	x	x	x	x
Display Banner at OAR conference	x	x	x		
Logo promotion on event registration site & app	x	x	x	x	x
Advertising in Event program	FP	1/2 page	1/4 page	Logo	
Logo on Lanyards	x				
Trade Show Booth	x				
Opportunity to distribute promo items in swag bags (presenting sponsor gets logo printed on swag bag)	x	x	x	x	x
Exclusive sponsorship of Keynote Session	x				
Reserved seating at the OAR Presidential Installation dinner & drink tickets	4 tix	2 tix			
<b>OAR Spring Governance</b>	<b>Presenting</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
Logo on event signage and marketing materials- including flyers, presentations and promotions	x	x	x		
Sponsor logo on registration site & app	x	x	x		
Reserved seating with company logo at Principal Broker Forum	4 tix	2 tix			
<b>Social Media, Online &amp; Newsletters</b>	<b>Presenting</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
Recognition on Sponsor page of OAR website (includes short bio, logo and link to your website)	x	x	x	x	x
Exposure on OAR social media outlets (Facebook, Twitter, Instagram, LinkedIn)	x	x			
Web banner on homepage of OAR website with company logo and website link	x	x	x	x	
Ad in the "Year in Review"- OAR's annual recap report	FP	1/2 page	1/4 page	Logo	Logo
Company logo at bottom of monthly E-News	x	x			
<b>Additional Benefits</b>	<b>Presenting</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
Opportunity to use the OAR Training Room at discounted rate	x	x			
Opportunity to display materials at most Oregon REALTORS® events	x	x	x	x	
Reserved letter-size brochure rack for your company's brochures at OAR office	x	x			
Logo on Annual Sponsor Banner displayed in the OAR office and at events	x	x	x	x	x



# 2020 ANNUAL SPONSORSHIPS

## HOME Foundation Sponsorships

OAR's HOME Foundation is a 501(c)3 non-profit charitable organization that provides financial resources to create, expand, and encourage homeownership opportunities for Oregonians at or below local median income.

Despite their best efforts, far too many people in today's workforce simply can't afford the American Dream of homeownership. We understand that homes stabilize families, and we want to help make that achievable for more Oregonians.

Your support delivers the opportunity to provide essential funds for distribution to organizations dedicated to affordable housing in Oregon. Since 2004, the HOME Foundation has distributed over \$1,700,000 in grants statewide!

You can be an integral part of the HOME Foundation by becoming an annual sponsor of flagship events, as well as additional fundraisers throughout the year.

## HOME Foundation Events

### Driving It Home Golf Tournament – (Sells out every year since inception)

Langdon Farms - Aurora, OR  
July 16, 2020

- Full field of over 144 golfers
- Specialty packages available

### Taste of Oregon

Castaway - Portland, OR  
September 10, 2020

- Over 300 attendees
- 30+ booths

### OAR Fall Convention – Dessert Auction

Sunriver Resort – Sunriver, OR  
September 23, 2020

- 25 desserts
- Over 100 attendees



## 2020 ANNUAL SPONSORSHIPS

<b>HOME Foundation Annual Sponsorship Benefits</b>	<b>\$10,000</b>	<b>\$8,000</b>	<b>\$6,000</b>	<b>\$4,000</b>	<b>\$2,000</b>
<b>Driving It HOME Golf Tournament</b>	<b>Presenting</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
Recognition on Sponsor page of OAR website (includes short bio, logo and link to your website)	x	x	x	x	x
Logo promotion on event signage and marketing materials	x	x	x	x	
Display banner at Awards Banquet Dinner	x	x	x		
Complimentary team of 4	x	x			
Hole Sponsorship	x	x	x	x	
Opportunity to distribute promo items in swag bags (presenting sponsor gets logo printed on swag bag)	x	x	x	x	x
Official Raffle Sponsor	x				
Emcee at Awards Banquet Dinner	x				
<b>Taste of Oregon</b>	<b>Presenting</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
Recognition on Sponsor page of OAR website (includes short bio, logo and link to your website)	x	x	x	x	x
Logo promotion on event signage and marketing materials	x	x	x	x	x
Advertising in event program	full page	1/2 page	1/4 page	logo	logo
Opportunity to provide raffle item	x	x	x	x	x
Opportunity to distribute promo items in swag bags (presenting sponsor gets logo printed on swag bag)	x	x	x	x	x
Complimentary tickets	10 tix	8 tix	6 tix	4 tix	2 tix
Logo on presentation video	x	x	x	x	
Display banner (sponsor bring)	x	x			
<b>Dessert Auction</b>	<b>Presenting</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
Display materials on auction tables	x	x			
Recognition on flyer and auction form	x	x	x		
Reserved seating & logo on table at dinner	8 tix	6 tix	4 tix	2 tix	
Dessert Auction item (OAR to purchase on behalf of sponsor)	x	x	x	x	
<b>Social Media, Online &amp; Newsletters</b>	<b>Presenting</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
Spotlight in E-News	x	x	x		
Spotlight on OAR HOME Foundation webpage (includes info, logo and link to your website)	x	x	x	x	Name not logo
Exposure on HF Facebook page	x	x			

### Additional Sponsorship & Advertising Opportunities

# 2020 ANNUAL SPONSORSHIPS

## Education Sponsor - \$12,000 (Average 100+ events)

(1 available)

- Logo featured at beginning and end of presentations
- Logo featured at bottom of education E-News alerts
- Logo on Education webpage of OAR website
- Exposure on OAR social media (Facebook, Instagram & Twitter)
- Logo on all Education flyers
- 2 speaking opportunities throughout the year at Education class
- Recognized as the official Education sponsor of OAR at all Events



## Legal Brief Video & Legal Hotline Sponsor - \$9,000

(1 available)

- Logo at beginning and end of the monthly Legal Brief video show
- Logo on webpage on OAR website
- Logo on email alerts featuring a new video
- Logo on Legal Hotline flyers
- Guest speaker opportunity to be featured in 1 legal brief video



## Oregon Leadership Academy - \$3,000

(3 available)

- Opportunity to display materials at each leadership retreat (3 per year.)
- One 15-minute sponsor presentation to kick off session (session selection arranged on first-come, first-serve basis)
- Sponsor logo on OAR Leadership Academy webpage of OAR website
- 1-night stay at resort where session is being held (corresponds with presentation session)
- Invitation to Alumni Reception



## Advertising Package - \$2,500

(4 available)

- Logo on OAR website homepage footer for calendar year
- Logo on OAR monthly e-news footer for calendar year

Questions? For more information about sponsorships, please contact the Communications team at (503) 362-3645 or visit [oregonrealtors.org](http://oregonrealtors.org)

### SESSION 1

February 5-7, 2020  
OAR Office &  
Grand Hotel  
Salem, Oregon

### SESSION 2

April 22-24, 2020  
Salishan Resort  
Glenden Beach,  
Oregon

### SESSION 3

June 3-5, 2020  
Sunriver Resort  
Sunriver, Oregon

# 2020 ANNUAL SPONSORSHIPS

## Sponsorship Agreement:

Organization \_\_\_\_\_  
Contact \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Contact Person \_\_\_\_\_  
Email \_\_\_\_\_ Date \_\_\_\_\_

## Sponsorship Opportunities:

Please check the sponsorship level your organization is interested in for 2020.

### OAR Events

- Presenting (\$10,000)
- Platinum (\$7,500)
- Gold (\$5,000)
- Silver (\$3,000)
- Bronze (\$1,500)

### HOME Foundation Events

- Presenting (\$10,000)
- Platinum (\$8,000)
- Gold (\$6,000)
- Silver (\$4,000)
- Bronze (\$2,000)

### Additional Annual Opportunities:

- Education Sponsorship (\$12,000)
- Legal Brief & Hotline (\$9,000)
- Oregon Leadership Academy (\$3,000)
- OAR Web/Email Advertising (\$2,500)

This contract for sponsorship/advertising represents a commitment to sponsor OAR and shall serve as a binding agreement between the parties. A written and signed agreement is required for any advertisement. Advertisers/sponsors are required to pay in advance. Advertising shall also be subject to all other policies adopted by OAR.

Signature \_\_\_\_\_ Date \_\_\_\_\_